

**INDIANA ARTS COMMISSION
ADVOCACY & AWARENESS COMMITTEE**

IAC Conference Room
150 W. Market Street suite 618
Indianapolis, Indiana 46204
November 20, 2008, 10:00 a.m.

Jeanne Mirro, Chair

Minutes

Members present: Jeanne Mirro, Miah Michaelson, Kelly Schreckengast, Pam Hicks, John DePrez.

Members via teleconference: Irene Smith-King, Sally Gaskill, A John Rose.

Members absent: JoEllen Florio Rossebo, John Cain

IAC staff present: Lewis Ricci, Michelle Anderson, Rex Van Zant, Laura Frank, Dennis Hardin

1. **Welcome and Introductions.** Ms. Mirro called the meeting to order at 10:04 a.m. and asked everyone to introduce themselves.
2. **Consent Agenda.** It was moved and seconded to accept the consent agenda. Motion passed.
3. **State Arts Advocates Update.** Mr. DePrez and Ms. Gaskill, both members of the Indiana Coalition for the Arts, made remarks as an overview of the advocacy landscape after the 2008 elections, reporting on committee changes within the legislature, leadership changes, balance of the political parties, and the outlook for advocacy opportunities in the next year. Ms. Gaskill went on to describe the outlook from the federal government as well. They encouraged the IAC to utilize INCA for both informational and advocacy purposes.
4. **IAC Legislative Update.** Mr. Ricci reported that he has recently met with both State Senator Vi Simpson and Representative Sheila Klinker concerning IAC budget initiatives. Both have been supporters of arts legislation. Both were of the opinion that there would be no funding increases from the new session of the legislature due to the poor economic picture and the desire to contain costs statewide. Senator Simpson will be working on the proposed cultural districts legislation, although the hope of funding to expand the program is faint. Representative Klinker suggested that the arts education portion of the IAC wish list might be better positioned through the Department of Education. He also reported on recent talks with Tony Bennett from New Albany about a new partnership which may be forged through the new IAC granting category for schools and education. Mr. Bennett is Superintendent of Schools in New Albany. Mr. Ricci then reported on a meeting for all state agency chief financial officers, called by the state budget agency, which he attended recently along with Deputy Director Michelle Anderson. At this meeting the economic outlook for state government was reviewed and steps announced for coping with the financial downturn. The current state budget was calculated based on the

assumption of a 4% increase in state revenues, which has not materialized, and so there will be a shortfall in the 2009 budget. One of the steps being taken is a hiring freeze at the state level. They are also looking at other revenue sources within state agencies which might be tapped to help meet the shortfall. Within IAC, that might be money earned from the governor's Arts Awards, or some portion of interest from the Cultural Trust, but Mr. Ricci feels that the amounts of these funds would be relatively insignificant in the face of the budget shortfall. The budget office has asked state agencies to prioritize their core services in the event that services have to be cut to meet a balanced budget. Mr. Ricci feels that all IAC services are ingrained in all of its products such as grants and that there would be no specific way to eliminate a particular service such as arts education. Mr. Ricci acknowledged that there may come a request from the state budget office to hold back a certain percentage of money from all IAC programs. He also reported that there will be a meeting held on December 9th at the office of budget management concerning the IAC budget. IAC Chair Dick Stifel will attend along with Mr. Ricci. There is also an upcoming meeting, arranged by advocate Joyce Ribble, between Mr. Ricci and State Senator Luke Kenley who is chairman of the senate budget committee. Mr. Kenley has personal ties to the arts community and has been a supporter of arts education in the schools.

5. Governor's Arts Awards. Mr. Ricci reported that IAC staff had made an on-site visit to the facilities in Muncie which will be utilized for the 2009 Governor's Arts Awards. He remarked that all of the venues will be suitable, but that much work lies ahead both for IAC and for the hosts between now and the event which is tentatively scheduled for September 25, 2009. Of primary concern is the assembly of a professional-caliber production team in Muncie, which may include elements of Ball State University students and staff. There has also been discussion of tie-ins with the Indiana Artisan project, perhaps providing a showcase for artisan products. Mr. Van Zant distributed a hand-out (attached) containing a short list of potential award nominees. There is not an exact number of awards which must be given, but rather the number of awards is at the discretion of the commission. In 2007 over 80 nominations were received. Mr. Van Zant also distributed copies of the draft 2009 Indiana Governor's Arts Awards Nomination Guidelines and Application Form (attached) and asked for comments. It was suggested that a list of former award winners be included in the booklet. Mr. Van Zant said that such a list would be available on the IAC website along with the application form. The committee gave its verbal approval of the guidelines. There will be a six-week nominating window beginning with the announcement and posting of the guidelines, planned before the end of the calendar year.

6. New Business.

a. Public relations campaign update. Mr. Van Zant reported on the progress of the public relations campaign promoting the arts in Indiana (handout attached). In Phase I, focus groups have met, the campaign slogan has been adopted (Indiana Arts – Imagine That!), research is ongoing for campaign materials, and display ads have been developed. Phase II implementation is under way.

b. AFTA arts marketing conference. Mr. Ricci reported that he and staff member Laura Frank attended the Americans for the Arts National Arts Marketing Project Conference in Houston Texas on September 9 – 12. Both he and Ms. Frank remarked about the positive experiences they had during the conference. Mr. Ricci related that one of the main topics was branding for the arts, and he went on to say that branding is a concern for IAC, what with its

many grant programs, education programs and the artisan program, and the desire to somehow brand or identify all of these as coming from IAC.

7. **Old Business.** Mr. DePrez asked about the status of the strategic relationship that IAC was attempting to establish with Music For All, a national arts education organization headquartered in Indianapolis. Mr. Ricci stated that the process is on-going, but that MFA so far has not been able to raise the necessary funds, which had been the expectation of the Arts Commission. He is still hoping for the best, however.

8. **Adjourn.** Ms. Hicks moved for adjournment. Ms. Schreckengast seconded. Motion passed. Meeting adjourned at 11:30 a.m.